



# Consumer Goods

JANUARY 2006 **TECHNOLOGY**

## SALES FORCE AUTOMATION & ANALYTICS

READERS' CHOICE TOP 5	
1	Siebel
2	Eleven Technology
3	Interactive Edge
4	MEI
5	CAS

THE FIVE COMPANIES IN THIS CATEGORY — WHILE their offerings vary from traditional SFA tools to presentation and analytical tools — all made the cut because they equip the CG sales force with customer-facing information and intelligence. As expected, Siebel ranked No. 1 in the newly added Sales Force Automation & Analytics category. Siebel CRM OnDemand enables sales organizations to shorten the sales cycle by having all relevant customer information at their fingertips. Coming in second is Eleven Technology, a provider of handheld software, who's current client roster touts Tasty Baking Co., Pepsi Bottling Group and P&G. "We think Eleven's focus on sales forecasting and its tight integration with SAP will allow us to make a quantum leap in how we serve our customers," says Vince A. Melchiorre, SVP and CMO of Tasty Baking Co. While not a traditional SFA vendor, Interactive Edge built a strong reputation with Anheuser-Busch, Diageo and PepsiCo for its XP3 Suite, a Microsoft PowerPoint-based analytic and presentation tool that transforms data into actionable insights.

### ► BREAKOUT WINNERS CUSTOMER EXPERIENCE

The right SFA and analytical tool can improve the quality of information offered to retailer partners. Interactive Edge's XP3 Suite gave ConAgra one face to the customer across the 65 categories in which it competes.

- 1 INTERACTIVE EDGE
- 2 MEI

### SMALL/MIDSIZE BUSINESS

GOOD Technology found mid-market success because it allows CG firms to choose their preferred wireless carrier, platform, network and device.

- 1 GOOD TECHNOLOGY
- 2 SIEBEL